Naming of Buildings and Features Policy

Section 1 - Summary

(1) This Policy outlines the principles which apply to the naming of buildings, parts of buildings and other physical features at Victoria University (VU) campuses and premises and to any proposals to name buildings and features as a consequence of a donation, or to honour an individual or family.

Section 2 - TEQSA/ASQA/ESOS Alignment

(2) Nil.

Section 3 - Scope

(3) This Policy relates to the naming of all buildings and features. It does not extend to the naming of professional positions, collections, schools, faculties, lecture series, etc.

(4) This Policy is important to:

a. Staff;
b. Students;
c. Visitors; and,
d. Contractors.

Section 4 - Definitions

(5) Benefactor: Individual or individuals (living or deceased) or organisation pertaining to naming of a building.

(6) Buildings: Any permanent structure erected on VU campus or site.

(7) Common Name: Administrative or generic name given to a building, facility or feature.

(8) Facilities: Any gymnasium, lecture theatre, playing field, room, recreational space etc.

(9) Features: Any courtyard, garden, walkway, external space or fixed asset such as a bench or sign post etc.

(10) Honorary Name: Naming of a building, facility or feature in honour of an individual, individuals or a family in recognition of either distinguished service or substantial financial support.

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Section 5 - Policy Statement

(11) This Policy applies to:

a. Common Names: The common names given to buildings and features in a generic sense, e.g. The Quadrangle, Eastern Courtyard, Building S etc.
b. Honorary Names: The naming of buildings and features in honour of an individual, individuals or a family because of either distinguished service or a significant donation to VU.

(12) No university building, part of building, space, or other physical feature may have a name applied to it other than via this Policy and associated Procedure.

Common Names

(13) The primary purpose of naming buildings and features is to assist with the orderly administration and navigation of VU's campuses.

(14) Terms used should be simple, straightforward and descriptive to assist students, staff and visitors to navigate VU campuses.

(15) Jargon and abbreviations based on internal conventions should be avoided. Where possible, facilities common to a number of campuses will have similar names. For example, a 'pedestrian walkway' at one campus should not be called a 'bridge' at another.

(16) To minimise confusion when functions relocate, building names are not to be linked to the functions housed in them e.g, the Engineering Building. On the basis that individual room names are relatively easier to change, it is acceptable for certain rooms to be named with reference to their function.

Honorary Names

(17) Buildings and features may be named in honour of an individual, individuals or a family for either of the following:

a. Distinguished service which is significant in the history and development of the University.
b. In recognition of substantial financial support to a particular facility or the University generally.

(18) All nominees must be considered in alignment with VU’s values, ethics and strategic plan.

Distinguished Service

(19) In order for a building or feature to be named in honour of an individual, individuals or a family the nominees must have:

a. Demonstrated exceptional service to the University; and/or,
b. Provided exceptional support in the development and/or enhancement of the University; and/or,
c. Demonstrated achievements deemed to be important in the development, promotion or enhancement of the University.

(20) The naming of buildings and features in recognition of distinguished service will normally not apply to entire buildings.

(21) An individual being considered for such an honour must have been in the employ of the University or held a position at the University for a minimum of five years prior to the naming.

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Recognition of Substantial Financial Support

(22) Naming of a facility will usually be considered when a significant contribution of the cost of that facility in cash or kind, is provided. Cash contributions may be a lump sum or via a payment schedule.

(23) Naming rights would not usually be given in relation to a commercial or quasi-commercial agreement.

General Conditions

(24) The following general conditions apply:

a. Naming Conventions
    i. The naming conventions associated with the Common Names given to buildings and physical features should be adhered to even when naming a feature in honour of an individual or family, etc.

b. Duration
    i. Common Names: May be subject to change to reflect the administrative needs of the University in accordance with processes outlined in the Naming of Buildings and Features Procedure.
    ii. Honorary Names: Naming rights bestowed in honour of distinguished service are given on a fixed term basis. Naming rights in perpetuity can only be granted via exception.
    iii. Honorary Names: Naming rights bestowed as a result of a significant donation are given on a fixed term basis (period not exceeding 20 years) with the actual term determined in consultation with the benefactor. Naming rights in perpetuity can only be granted via exception.

c. Terminations
    i. Names may be terminated at the request of the individual or in the event that the individual is deceased, at the request of the family (if there is no unanimity among the family the Vice-Chancellor will make a recommendation to University Council as to the resolution of the issue).
    ii. Victoria University reserves the right to withdraw naming rights for Names at any time where it is considered that the reputation of the University will be compromised. Such recommendations must be approved by University Council.
    iii. Naming rights may also be withdrawn in the following circumstances:
        - Duration of the agreement reached;
        - Any significant variations to the benefaction, whether at the instigation of the benefactor or VU;
        - The facility is demolished or destroyed; and,
        - In circumstances where an individual changes their name or wishes to change the name of the feature, the University Council may elect to continue or terminate the naming rights.

Section 6 - Procedures

(25) Naming of Buildings and Features Procedure

Status and Details

Status	Current
Effective Date	18th October 2022
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Accountable Officer	Lisa Line Deputy Vice-Chancellor Enterprise and Digital Lisa.Line@vu.edu.au
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